國際展會活動
常用英語對話模板

商業貿易必備學習包

國際展會及商業交流英語簡介

Welcome to the ultimate study guide designed to empower your team for success at upcoming trade shows. With countless opportunities to engage with potential clients, partners, and even competitors, a trade show is more than just an event; it's a **dynamic** marketplace where conversations translate into opportunities. To **leverage** this platform to its full potential, it's **crucial** to communicate effectively and authentically, **striking** a balance between **professionalism** and **accessibility**.

This in-depth guide is organized into five **essential** segments, beginning with the preparation **phase** for your booth. This includes a specialized vocabulary section, curated to equip you with the English **terminology**, vital for **navigating** the **complexities** of a high-stakes event like a trade show.

Following the preparation phase, the guide focuses on the natural **trajectory** of trade show conversations, categorized into three **pivotal** stages: the opening, the middle, and the closing.

We've also included a section on FAQs that will help you address common **queries** with **confidence** and accuracy. Handling Unknown Queries provides **tactics** for maintaining **credibility** even when you don't have an immediate answer to a question.

This guide is a tool will help you elevate your conversational skills, build relationships, and achieve business goals.

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dynamic 力學的；動力學的

leverage 起槓桿作用；發揮重要功效

strike 襲擊；進攻

professionalism 專家氣質；內行氣派；職業精神

accessibility 易接近，可親；易受影響

essential 要素，要點；必需品；本質，實質

phase 階段，時期

terminology 術語，專門用語

navigate 航行於；飛行於；駕駛；操縱；導航；引導

complexity 錯綜複雜的事物

trajectory 軌道；彈道；軌跡

pivotal 樞軸的；中樞的；重要的

query 質問；詢問；疑問

confidence 自信，信心，把握

tactic 戰術；策略；手法

credibility 可信性；確實性

謝謝您下載這份由 bettermyabc.com 和 Columbia 歌倫比亞美語顧問共同撰寫的國際商展學習指南，我們相信這份指南可以讓您在公司的展覽會和跟國外客戶交流時會有相當大的幫助。

Trade show (trade fiar, exposition, exhibition) 不僅僅是一個活動；它是一個可以讓我們與全球潛在客戶、合作夥伴，甚至競爭對手進行互動的機會。在這些國際場合當中，溝通非常重要，不但時常會需要用到英文，在溝通時還需要在專業性和易於接近之間取得平衡。

這本指南分為五個部分，首先是從準備展會階段來看看有哪些常見英文，讓您可以透過這個方式來認識一些商務會議當中可能會用到的單字及用法。

接下來我們將溝通區分為了三個關鍵溝通階段：與外國人士溝通時的：開場白、對話和溝通總結。每個階段都會提供常用的句型供您使用，句型中的括號 [ ] 是我們放了假設性的公司類型，您只要將這裡面的內容取代為您的公司或相關業務就能使用！

除了核心結構，我們還包括了一個常見問題解答部分，例如當外國客戶提出了一個您當下沒有準確答案的時候可以如何專業的回答，甚至能借用這個機會與潛在客戶建立長久關係。

我們相信這本指南可以提升您英語的對話技巧，和外籍客戶建立起關係，祝您在展覽會中有成功的對話和成功的表現！

如果您想要更好、更完整地將英語變成屬於自己的語言，歡迎隨時透過網站與我們聯繫：

www.bettermyabc.com

1. 國際展會通用流程

展會前的佈置準備

The team arrives at the **venue** early to set up the **booth**. They carefully arrange the **collateral**, such as **brochures** and **swag**, aiming for **effective merchandising**.

The **tagline** and branding are **prominently** displayed, making it easy to understand the **Unique Selling Proposition (USP)** of the company.

A **kiosk** for self-service information and a **demo** area are also prepared.

團隊提早抵達會場以布置展位。他們仔細地整理宣傳材料，如手冊和贈品，目的是有效地進行商品展示。

標語和品牌形象醒目地展示出來，使人們容易理解公司的獨特賣點（USP）。

自助資訊設備 (kiosk) 和產品示範材料也準備完善。

venue 發生地；集合地；活動場地

booth 展位

collateral 附屬的，附帶的

brochure 冊子；手冊

swag 贈品，給參加者的禮物 ｜ swag 在俚語中的意思是：時髦、帥氣、奢華的風格

effective 有效的

merchandising 推銷品

tagline 品牌主張，或品牌理念

prominently 顯著地；重要地

unique selling proposition (USP) 產品特色；獨特賣點

kiosk 資訊展示亭

demo (demonstration 的簡稱) 示範，樣品，樣本

Beginning of the Trade Show
展會開始

As the event kicks off, attendees **filter** through the **aisles**, increasing foot traffic around your booth. Your team, well-**prepared** and alert, readies themselves to engage. Armed with a practiced **pitch**, they don't just wait for **prospects**; they actively seek them out.

Every team member is **attuned** to the importance of first **impressions**. Knowing they have only a few moments to catch attention, they introduce themselves and **segue** into what makes your product or service unique. They **promptly** jot down any **pertinent** information, **ensuring** no potential lead is overlooked.

The team is not just focused on making a sale, but on identifying problems that your product can solve for the visitor. By **capturing** these insights, they **tailor** their pitches, zeroing in on promising leads.

This is a window of opportunity that sets the tone for everything that follows. The team understands the weight of these initial moments, aiming for nothing less than impactful, lasting impressions.

展會開放後，來參觀展覽會的客戶穿梭於各個展台之間，您的團隊變得更加繁忙。他們做好了充分準備，狀態也非常好，他們不只是等著與來訪者互動，更會主動尋找潛在客戶。

每個團隊成員都非常明白，第一印象極其重要。他們知道時間非常有限，所以會自我介紹，並介紹公司的產品或服務特點。他們迅速記錄重要資訊，以確保不會漏失任何潛在的商機。

團隊成員不只是著眼於緊急的銷售，更是在找出我們的產品或服務能解決來訪者哪些具體問題。通過細緻的觀察，他們準確地調整推銷策略，專注於最有潛力的潛在客戶。

這段時間是一個非常重要的階段，它將為接下來的一切設定基調。團隊非常明白這一點，目標是在這初始的互動中，讓潛在客戶留下好的印象。

filter 篩選，過濾
aisle 走道
prepare 準備
pitch 推銷
prospect 前景；展望；可能性
attune 使合拍，使協調；使理解，使明白
impression 印象
segue 流暢地轉換
promptly 迅速地，立即地
pertinent 相關的
ensure 確保
capture 捕獲
tailor 訂製

During the Trade Show
展會中

A knowledgeable member of your team makes their way to the **discussion forum**, not merely as an attendee but as an active **participant**. The aim is to **contribute** valuable insights and thereby increase visibility for your brand, potentially **attracting** more visitors to your booth. The objective is **twofold**: to establish thought leadership within the sector and to serve as a **magnet** drawing a more targeted audience back to your exhibit.

Back at the booth, the **remainder** of your team is engaged in a **concerted effort** to highlight your current promotional **campaign**—an early bird discount on a **forthcoming** product. Realizing that different approaches yield different results, they conduct A/B Testing with various conversational scripts. The goal is to **discern** which set of talking points yields a higher conversion rate. This isn't just trial and error; it's data-driven strategy in real-time.

As interactions unfold, team members **discreetly** note the responses **elicited** by different pitches, capturing invaluable insights that will not only impact the event's success but also inform future sales strategies.

您團隊中的一位資深成員走向研討會區，不只是作為觀眾，而是積極參與其中。他的目標明確：透過提供有深度的見解，來提升我們品牌的曝光度，進而吸引更多展位參觀者。這樣做有兩個主要目的：一方面是建立我們在該領域的權威地位，另一方面則是吸引更有目標性的觀眾來到我們的展示區。

在品牌展位這頭，其他團隊成員則全力推廣當前的促銷活動，那就是對新產品的早鳥優惠。他們明白，不同的推廣策略會產生不同的效果，因此進行了有針對性的A/B測試。這不是盲目嘗試，更是基於實時數據結果來調整推銷策略。

在與客戶交流時，團隊成員會細心記錄由不同銷售手法所帶來的客戶反應。這些寶貴的資料不僅會幫助到本次活動的成效，也將對未來的銷售策略有所啟示。

discussion forum 討論論壇；研討會
participant 參與者，參加者
contribute 貢獻
attract 吸引
twofold 雙重；兩個部份
magnet 磁鐵
remainder 剩餘；其餘的人
concerted effort 同心協力
campaign 活動
forthcoming 即將推出
discern 辨別
discreetly 審慎地，謹慎地，小心地
elicit 引出，誘出

Breakout and Plenary Sessions
分組座談會及全體出席會議

During the breakout sessions, your team takes a **tactical** approach. They **divide** their time between specialized discussions and booth management to ensure continuous engagement with visitors. While some attend these **niche** conversations to **glean** insights and connect with industry experts, the remaining staff at the booth focus on customer engagement and lead capture.

As the event moves to the **plenary** session, where keynotes take center stage, your team sees another opportunity. They **transition** to the hospitality suite, an ideal setting for deeper, more meaningful conversations. This **suite** serves as a meeting point with key affiliates and potential partners. The objective is twofold: first, to **solidify** existing relationships, and second, to obtain valuable **endorsements** that can amplify your brand's credibility and reach.

The team employs a well-**coordinated** strategy throughout the breakout and plenary sessions, ensuring **optimal** utilization of time for knowledge **acquisition**, relationship-building, and brand promotion.

在分組討論環節，你的團隊運用了策略性的安排。他們將時間均衡分配在專門討論和展位管理上，以確保與來賓持續有有效的互動。部分成員參與這些專門話題的討論，目的是獲得行業見解和與專家建立聯繫；同時，留在展位的團隊成員則集中於與客戶的接觸和資訊收集。

當活動進入全體會議的主題演講環節，你的團隊找到了另一個發展機會。他們移至專為深度交流設置的接待區，這裡是與主要合作夥伴和潛在夥伴進行會面的理想場所。目標有兩個：一是加強現有的合作關係，二是獲得能提升品牌影響力的支持或背書。

整體來說，無論是在分組討論還是全體會議環節，團隊都展示了高度的協調和策略規劃，確保每一刻都能有效地用於學習、建立關係和推廣品牌。

tactical 策略性的，謀略性的
divide 分開；分組; 隔開
niche 利益市場；小眾市場
glean 一點點地收集
plenary 全體出席的, 全體會議
transition 轉變；過渡
suite 套房
solidify 固化，凝固, 確定的
endorsement 認可, 支持
coordinate 聯合，協調；相配合
optimal 最優的，最佳的
acquisition 獲得，收購

End of the Day
日程結束

As the event approaches its conclusion, your team goes into a strategic **wrap-up** mode. Ensuring they've captured essential contact details for all promising leads, the focus now shifts to post-event strategy. They are not just collecting business cards; they're gathering the seeds for future business relationships. A **dedicated** member is **responsible** for quickly **segmenting** these contacts based on the level of interest shown, ensuring timely and targeted follow-up actions.

The team is also keen on understanding the Return on Investment (ROI) from the event. As part of this, they've been **diligent** in up-selling and cross-selling where appropriate, **augmenting** the lifetime value (LTV) of both new and existing clients. This isn't just about making a quick sale; it's about understanding customer needs and aligning your offerings to create long-term value.

The event may be winding down, but for your team, the work is far from over. The insights and connections gained are viewed as starting points for future **endeavors**, laying the groundwork for a **robust** post-event strategy.

隨著展會接近尾聲，你的團隊開始進行精細的後續工作。除了確保收集所有重要的聯絡資訊外，也特別注意到投資回報率（ROI）和其他重要指標。有一位專門負責這方面的團隊成員迅速對這些聯絡資料進行分級，目的是確保後續的跟進行動能夠既迅速又精準。

在展會期間，您成功地進行了多項增銷和交叉銷售活動，不僅提升了即時銷售，也為新舊客戶創造了長期價值。這些努力不僅是為了達到短期目標，更是為了深入了解客戶需求，以調整公司的產品或服務，創造更長久的商業價值。

展會雖然即將結束，但對團隊來說，這僅是一個新階段的開始。您將把在此次活動中獲得的寶貴資訊作為未來努力的基石，並以此為基礎制定更全面的商業策略。

wrap-up 收尾，結束，完成
dedicate 奉獻，獻出全部精力、時間等
responsible 責任
segment 部分，分段
diligent 勤奮的，勤勞的, 細致的
augment 提高；增大；加強
endeavor 努力；奮力, 嘗試
robust 強壯的，茁壯的

Conversation Structure: Opening and Examples
對話結構：開場

The opening of any conversation at the booth is the visitor's first exposure to your brand, making it a crucial element in the visitor's journey. The goal here is three-fold:

- Capture Attention: Greet the visitor in a manner that is both warm and engaging.

- Build Rapport: Create an immediate connection that makes the visitor comfortable.

- Transition Smoothly: Lead naturally into the main part of the conversation where product or service information will be shared.

在展台初次與訪客對話也是他們首次與您的品牌接觸，這一點對他們的整體體驗至關重要。這裡主要有三個目標：

- 吸引訪客的注意：用熱情和吸引人的方式來問候訪客。

- 快速建立良好的人際關係：創造一個氛圍讓訪客立即感到舒適和接受。

- 順暢過渡到對話主題：自然地引領對話走向主要的部分，也就是介紹產品或服務的資訊。

開場例句模板

[ ] 內填寫適合的名稱，例如公司名和展會活動名稱

1. Hello, welcome to [Company's] booth! How has [Event Name] been treating you so far?
   您好，歡迎來到[公司]展位！到目前為止，[活動名稱]對您來說如何？

2. Hi there! We're thrilled to have you at [Company's] booth. Is this your first time at [Event Name]?
   嗨！很高興您來到[公司] 展位。這是您第一次參加[活動名稱]嗎？

3. Good [morning/afternoon], and welcome to [Company's] booth. Have you had a chance to explore the event yet?
   早上好/下午好，歡迎來到[公司] 展位。請問您有機會整個展場都看了一下嗎？

4. Welcome to [Company's] booth! We're showcasing some exciting innovations today. What caught your eye?
   歡迎來到[公司] 展位！我們今天展示了一些創新的東西。有什麼吸引了您的眼球？

5. Hello! Thank you for stopping by [Company's] booth. What are you most looking to discover at [Event Name]?
   你好！感謝您來到[公司] 展位。在[活動名稱]中，您最期待發現什麼？

6. Hi, welcome to [Company's] booth! Are you familiar with our solutions, or is this your first introduction?
   嗨，歡迎來到[公司] 展位！您對我們的解決方案熟悉嗎，還是這是您的第一次接觸？

7. Good [morning/afternoon], welcome to [Company's] booth. How can we make your day at [Event Name] more informative?
   早上好/下午好，歡迎來到[公司] 展位。我們能如何讓您在[活動名稱]的一天更加豐富？

Conversation Structure: Middle and Examples

對話結構：對話內容

The Middle section serves multiple purposes:

- Product Introduction: Clearly introduce what your product or service does.

- Benefit Explanation: Translate features into benefits that resonate with the visitor's needs or pain points.

- Engage and Assess: Listen actively and ask probing questions to understand visitor's needs.

中段對話部分有幾個主要目的：

- 產品簡介：直接且明確地說明你的產品或服務具有哪些功能。

- 解釋優勢：將產品特色轉化為能滿足訪客需求或解決其問題的實際優勢。

- 互動與評估：透過積極聽取和提問，深入了解訪客的具體需求。

對話內容例句模板

[ ] 內填寫適合的名稱，例如公司、產品、功能等合適名稱

1. We offer a [cloud-based service] that streamlines all your [HR] needs. Have you been looking for a centralized [HR] solution?
   我們提供一個[基於雲端的服務]，整合了您所有的[人力資源]需求。您有在尋找一個集中式的[人力資源]解決方案嗎？

2. Our [software] uses [AI to automate] your customer service. How do you currently handle [customer inquiries]?
   我們的[軟體]利用[人工智慧自動化]您的客服。您目前是如何處理[客戶詢問]的？

3. We specialize in [cybersecurity] solutions designed to protect [SMEs]. What are your current [security measures]?
   我們專精於設計來保護[中小企業]的[網路安全]解決方案。您目前有哪些[安全措施]？

4. Our [platform] is a [one-stop shop] for all your [marketing] needs. From [SEO] to [social media], we've got it all. Is [marketing automation] on your radar?
   我們的[平台]是您所有[行銷]需求的[一站式購物]解決方案。從[SEO]到[社交媒體]，我們樣樣具備。[行銷自動化]在您的考慮範圍內嗎？

5. We provide [end-to-end analytics] for [supply chain management]. This has been a game-changer for many of our clients. How do you currently [manage your data]?
   我們為[供應鏈管理]提供[端到端的分析]。這對我們許多客戶來說是一個遊戲規則改變者。您目前是如何[管理您的數據]的？

6. Our product is designed to make [remote work] seamless and efficient. Would that be relevant for your team?
   我們的產品旨在讓[遠程工作]變得無縫和高效。這對您的團隊有相關性嗎？

7. We focus on [environmentally friendly] [packaging] solutions. Have you considered [sustainability] as a factor in your supply chain?
   我們專注於[環保]的[包裝]解決方案。您有把[可持續性]作為供應鏈中的一個考慮因素嗎？

Conversation Structure: Closing
對話結構：結尾

The objectives of the Closing section are as follows:

- Summarize Main Points: Briefly reiterate the key benefits of your product or service discussed during the conversation.

- Call to Action (CTA): Guide the visitor on their next steps.

- Exchange Information: Make sure to capture the visitor's contact details for future follow-up.

結尾部分的目標如下：

- 總結要點：簡短地回顧對話中討論過的您的產品或服務的主要優勢。

- 呼籲行動（CTA）：指引訪客了解他們接下來該採取的步驟。

- 交換資訊：確保記錄訪客的聯絡資料以便日後跟進。

Conversation Structure: Closing
對話結構：結尾

結尾對話例句模板

[ ] 內填寫適合的名稱，例如公司、產品、功能等合適名稱

1. We've talked about how our [software] can [simplify] your [HR] tasks. Would you like a follow-up demo next week?
   我們討論過我們的[軟體]如何能簡化您的[人資]任務。您下週是否需要進一步的示範？

2. I'm glad we could discuss our [AI-driven customer service] solutions. Can I send you some case studies to further explain the benefits?
   很高興我們能討論到我們基於[AI客服]方案。我可以寄一些案例給您來進一步說明其優勢嗎？

3. Our [cybersecurity] solutions seem to align well with your current needs. May I have your business card to arrange a more in-depth presentation?
   我們的[網絡安全]解決方案似乎符合您的需求。我可以向您索取名片來安排更詳細的介紹嗎？

4. We offer a comprehensive [marketing suite] that can amplify [your online presence]. Would you like to opt in for a [free] consultation?
   我們提供一個全面的[行銷工具]，可以增加[您在網上的影響力]。您是否想索取一個[免費的]諮詢？

5. Given your interest in [analytics], our [platform] could be a game-changer for you. Shall we schedule a call to go over this in more detail?
   考慮到您對[分析]的興趣，我們的[平台]可能對您來說可以有重大的提升。我們是否可以安排一個電話會議來更詳細地討論這一點？

6. Our [remote work solutions] seem to resonate with your current setup. Can I share more information with you via email?
   我們的[遠程工作方案]似乎與您目前的情況契合。我可以通過電子郵件與您分享更多資訊嗎？

7. Our focus on [sustainability] appears to align with your company values. May I send you our [sustainability] report?
   我們對[可持續性]的方案似乎符合您公司的價值觀。我可以寄給您我們的[可持續性]報告嗎？

Conversation Structure: FAQs
對話結構：常見問題

FAQs help to:

- Clarify Doubts: Remove any misconceptions or confusion about your product or service.

- Reinforce USPs: Highlight unique features or advantages.

- Build Credibility: Show your in-depth knowledge and expertise.

常見問題解答有助於三個主要目的：

- 釐清疑惑：消除客戶對您產品或服務的誤解或混淆。

- 強化獨特賣點：突出您的產品或服務的獨特特點和優勢。

- 建立信譽：透過展示深入的專業知識，提升品牌的可信度。

常見問題對話例句模板

以下我們列舉了一些不同行業領域當中客戶可能會提問的常見問題供您參考使用：

[ ] 內填寫適合的名稱，例如公司、產品、功能等合適名稱

1. About Pricing 關於價格

Visitor: "How does your pricing compare to competitors?"

Team: "We offer various pricing plans to meet the specific needs of each customer. While we might not be the cheapest, our solution provides comprehensive features and [24/7 customer support] that offers great [ROI]."

訪客：「你們的價格與競爭對手比較如何？」

團隊：「我們提供多種價格方案以滿足每位客戶的特定需求。雖然我們可能不是最便宜的，但我們的解決方案提供[全面的功能和全天候客戶支持]，能帶來很高的[投資報酬率]。」

2. Integration with Other Tools 與其他工具集成

Visitor: "Can this integrate with my existing software?"

Team: "Absolutely, our platform is designed for easy integration with [most popular software suites]. We also offer [custom integration services] for specialized needs."

訪客：「這可以與我的現有軟體整合嗎？」

團隊：「絕對可以，我們的平台設計用於[大多數流行的軟件]。我們還提供[客製化的整合服務]以滿足專門需求。」

3. Data Security 數據安全

Visitor: "How secure is our data with your platform?"

Team: "Security is a top priority for us. We comply with [all relevant data protection laws] and use [end-to-end encryption] to ensure your data's safety."

訪客：「使用你們的平台，我們的數據有多安全？」

團隊：「安全是我們的首要任務。我們遵守所有相關的[數據保護法律]，並使用[端到端加密]來確保您的數據安全。」

常見問題對話例句模板

[ ] 內填寫適合的名稱，例如公司、產品、功能等合適名稱

4. Product Updates 產品更新

Visitor: "How often do you update your product?"

Team: "We have a [quarterly] release cycle for major updates and continuous minor updates to address any immediate needs or bugs."

訪客：「你們多久更新一次產品？」

團隊：「我們[每季度]有一次主要的更新發佈週期，並且持續進行次要更新以應對任何緊急需求或錯誤。」

5. Customer Support 客戶服務

Visitor: "What kind of customer support do you offer?"

Team: "We provide [24/7] customer support via [phone, email, and live chat]. We also offer a comprehensive knowledge base and [regular webinars] to help you make the most out of our platform."

訪客：「你們提供哪種類型的客戶服務？」

團隊：「我們提供[全天候]的客戶服務，包括[電話、電子郵件和即時聊天]。我們還提供全面的知識庫和[定期的網路研討會]，以幫助您充分利用我們的平台。」

6. Scale and Customization 規模和定制

Visitor: "Is this solution scalable and customizable?"

Team: "Yes, our product is built to scale with your business. We offer various customization options to fit your specific requirements."

訪客：「這個解決方案能夠擴展和定制嗎？」

團隊：「是的，我們的產品是為了能與您的業務擴展而設計的。我們提供多種定制選項以滿足您的特定需求。」

Handling Unknown Queries

對話結構：當客戶提出一些您當下無法正確回答時的應對語句

When faced with an unknown query:

- Acknowledge: Show appreciation for the question.
- Clarify: If possible, narrow down what the visitor is asking.
- Defer: Politely indicate that you'll get the information.
- Follow-up: Ensure a mechanism is in place for a timely response.

當客戶提出一些您當下無法正確回答時的應對語句時，您可以：

- 感謝：對客戶的提問表示認可和感激。
- 釐清：向客戶進一步詢問及明確他們的問題內容。
- 告知後續您會如何採取行動：禮貌地說明您會儘快取得需要的資訊。
- 提供反饋：確保您在獲取答案後可以聯繫客戶。

當客戶提出一些您當下無法正確回答時的應對例句

以下我們列舉了一些不同行業領域當中客戶可能會提問的專業問題供您參考使用：

[ ] 內填寫適合的名稱，例如公司、產品、功能等合適名稱

1. Specific Technical Query 特定技術相關

Visitor: "How does your product handle [XYZ encryption]?"

Team: "That's an excellent question that delves into the technical aspects of our product. Let me consult with our technical team to give you an accurate answer. May I have your contact details for a follow-up?"

訪客：「你們的產品是如何處理 [XYZ 加密] 的？」

團隊：「這是一個深入我們[產品技術層面]的優秀問題。讓我諮詢我們的技術團隊以提供您一個準確的回答。我可以拿到您的聯絡資料以便後續追蹤嗎？」

2. Future Product Features 未來產品功能

Visitor: "Will your product support blockchain in the future?"

Team: "I appreciate your interest in future developments. I don't have that information right now, but I can certainly find out and get back to you."

訪客:「你們的產品將來會支持區塊鏈嗎?」

團隊:「我很高興您對未來發展感興趣。我們現在還沒有這個資訊,但我一定會找出來並回報給您。」

3. Company Financials 公司財務狀況

Visitor: "What was your company's revenue last year?"

Team: "That's a good question. I don't have those exact figures, but I can connect you with someone from our finance department who can provide more details."

訪客:「你們公司去年的營收是多少?」

團隊:「這是一個好問題。我沒有確切的數字,但我可以將您連接到我們財務部門的某人,以提供更多詳細資訊。」

4. Market Expansion 市場擴張

Visitor: "Are you planning to expand into the European market?"

Team: "I'm glad you're interested in our growth. I don't have that information now, but I can find out and let you know."

訪客:「你們計劃擴展到歐洲市場嗎?」

團隊:「我很高興您對我們的成長感興趣。我現在還沒有這個資訊,但我可以回去詢問一下之後再告訴您。」

5. Data Migration 資料遷移

Visitor: "How easy is it to migrate data from a legacy system to your platform?"

Team: "That's a critical aspect for many of our clients. Let me consult with our solutions architect to provide you with a comprehensive answer."

訪客:「從歷史系統遷移資料到你們的平台容易嗎?」

團隊:「這對我們許多客戶來說是一個關鍵問題。讓我諮詢我們的技術團隊為您提供一個更全面的答案。」

6. Vendor Partnerships 供應商合作夥伴

Visitor: "Do you partner with any supply chain vendors?"

Team: "That's an insightful question. I'll need to check our current partnerships to provide an accurate answer. May I follow up with you on this?"

訪客：「你們與任何供應鏈供應商合作嗎？」

團隊：「這是一個非常好的問題。我需要檢查我們目前的合作夥伴關係以提供準確的答案。我可以跟您後續討論這件事嗎？」

7. SLA Details 服務級別協議

Visitor: "What are your [SLA] response times?"

Team: "Great question. I'd need to consult our support agreement terms to give you the most accurate information. Can I email you the details?"

訪客：「你們的 [SLA] 回應時間是多少？」

團隊：「這是個好問題。我需要諮詢我們的支持協議條款以提供您最準確的資訊。我可以通過電子郵件將詳細資訊發送給您嗎？」

8. Industry Certifications 行業認證

Visitor: "Do you comply with [ISO 27001] or any other industry certifications?"

Team: "I appreciate your focus on compliance. Let me verify our current certifications and get back to you."

訪客：「你們符合 [ISO 27001] 或其他行業認證嗎？」

團隊：「我很高興您重視合規性。讓我驗證我們目前的認證狀況並回報給您。」

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